



Alternative B: NPS Personal Services Emphasis

SUMMARY

Alternative B would emphasize personal programs to accomplish park purposes and meet management goals. Cooperative arrangements with musicians and other subject matter experts would be required to provide programs. Supplementary experiences with interpretive media would take advantage of existing resources. Even though the park would seek to develop a few limited partnerships in alternative B, the bulk of the park programs would be executed by using NPS operational funds and would not depend on partners.

The primary method for conveying the interpretive story and park significance would be through personal programs such as interpretive talks and demonstrations, interpreted performances (“”), seminars, and performances. The visitor center would be located in the Old U.S.. This would be contingent upon the National Park Service and the state of Louisiana coming to an agreement on the availability of space at the Mint. Interpretive media would provide a basic context

and overview; existing exhibits at the Mint would be updated. Orientation and information services would be emphasized.

VISITOR EXPERIENCE AND INTERPRETATION

Park purpose of interpreting the origins, history, and progression of jazz would be accomplished primarily through personal programs and informal contacts. Scheduled programs would be held at locations throughout the city and region, with many programs offered at the visitor center. Local musicians would be contracted to perform and provide interpretation and education. NPS staff would coordinate and supervise programming and provide interpretive expertise, publicity, and quality assurance.

In order to avoid competition with private sector activities, and to comply with the park purpose and NPS mission, the Park Service would offer only performances that had interpretive or educational components. These “informances would be structured to match

park interpretive themes and would respond to audience interests.

Visitors would also have access to resources across the country through the. They would be able to trace the history of jazz throughout the country and the world, from the 19th century through the present. They would be able to identify resources close to their homes, such as the many music museums and halls of fame that include or relate to jazz. Archives would also be accessible through the internet and through consultation with NPS staff and docents.

EDUCATION

Similar to the proposed action, alternative B would devote significant emphasis to educational activities, thus fulfilling the fourth park purpose of promoting and assisting the education of students to perpetuate the evolution jazz. There would be both onsite and offsite programming. The Park Service would invest significant staff and funds in planning, coordinating, and presenting educational programs, and the New Orleans Jazz Commission would be a full participant in these efforts. Programs would be conducted using partners, hired musicians, and NPS staff and volunteers. Topics would match park themes and school curricula or group interests. Disadvantaged groups would be a priority.

PRESERVATION

While high priority would be given to historical and cultural preservation in all alternatives, the emphasis on personal programming under alternative B would enable the Park Service to support the adaptive use of structures for performances and interpretive programs. Support for programs such as parades and groups such as brass bands would match the emphasis on personal programs. Interpretive programming would depend heavily on the involvement of local musicians and educators, thus supporting cultural

preservation. Other activities would be similar to those described in alternative A. The Jazz Commission would assist the National Park Service in promoting and building partnerships to support preservation efforts.

A small curatorial storage capacity would be needed for items used in displays and educational activities.

OPERATIONS AND MANAGEMENT PRESCRIPTIONS

Visitor Center: The Old U.S.

It is not meaningful to impose zoning over this small site, but it is useful to describe how management would achieve a variety of visitor use, resource, and social conditions. This description takes in specific combination of physical, social, and management conditions that could result in various types and levels of use.

Provided that an agreement is reached with the state, the visitor center would be located in the Old U.S. Mint and ideally would include 5,000 square-feet of public space for visitors and 3,000 square-feet for offices and support areas such as storage and library/research activities. The Park Service would be a tenant in but a part of the building; many activities of the Louisiana State Museum would continue.

Interpretive media would complement personal programs through exhibits and audiovisual programs. The current jazz exhibits would be updated and expanded in consultation with the Louisiana State and other partners. Exhibits would tell the basic park story and would provide an interesting experience for visitors who were unable to attend personal programs. Personal and recorded programs would be presented in two theaters. A basic introductory video program would be continuously available in one theater and would introduce all themes and provide background and context. The other theater would be used for personal programs such as “,” demonstrations, lectures, seminars, educational classes, and

performances as well as for airing commercially available archival film and video programs. About 1,400 square-feet would be used for orientation, information, cooperating association sales, visitor services, and gathering space.

Informal contacts (especially through a volunteer program) would be available at the visitor center and at performances. Outlying sites would be interpreted through conducted and self-guiding tours. Tours would be conducted and guide books would be prepared by the National Park Service and its partners, including the private sector. Some sites would also be interpreted by wayside exhibits or by indoor exhibits at partnership sites such as restaurants, bank lobbies, and other public use areas.

Those features that are significant to making the Old U.S. Mint a national historic landmark would be preserved. Natural elements would be managed to provide for a setting for interpretation or for maintenance requirements of the park. An interpretive plan would provide detailed recommendations for completing this alternative.

Costs

The estimated facility development costs for implementing alternative B at the Old U.S. Mint would be \$3,288,605, with approximately

\$1.15 million targeted for rehabilitation (see appendix G for details) The proposed development would be phased over time. Actions proposed under alternative B are based on considerations of impact to visitor experience, immediate needs, ease of implementation, cost and the expected availability of funds, and land acquisition.

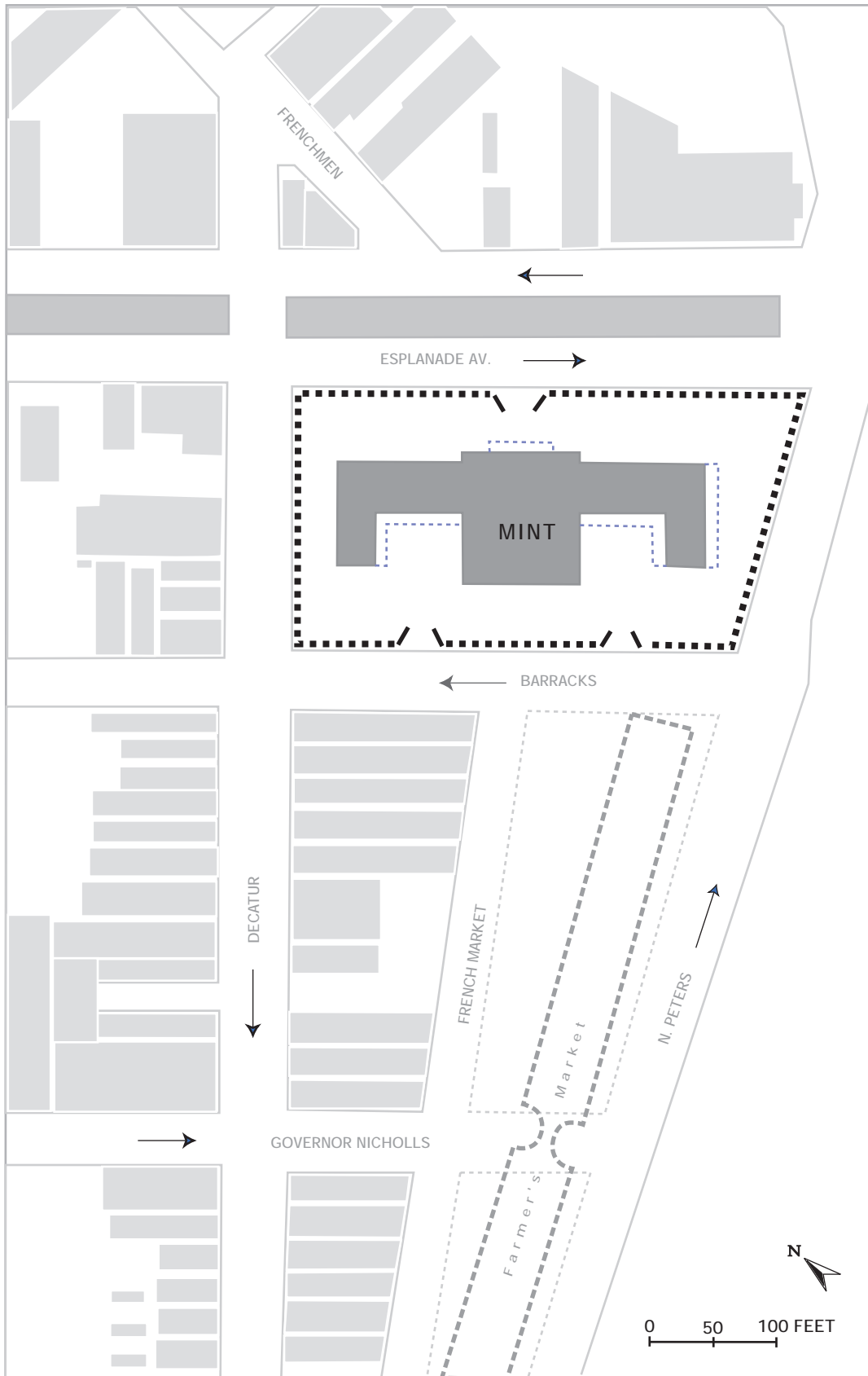
**TABLE 3: TOTAL DEVELOPMENT COSTS
OLD U.S. MINT, ALTERNATIVE B**

Old U.S. Mint and Grounds	\$1,435,105
Interpretive Materials and Displays	\$1,853,500
Total*	\$3,288,605

*Does not include any office furniture or other furnishings.

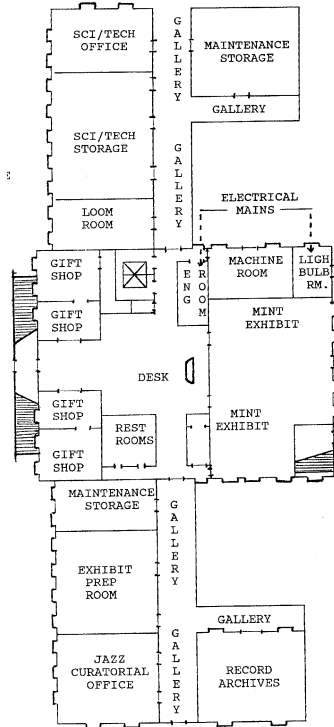
**TABLE 4: TOTAL ANNUAL OPERATING
COSTS, ALTERNATIVE B**

Personnel and Operations	\$686,000
Personal Services (Musicians)	\$274,200
Total	\$960,200



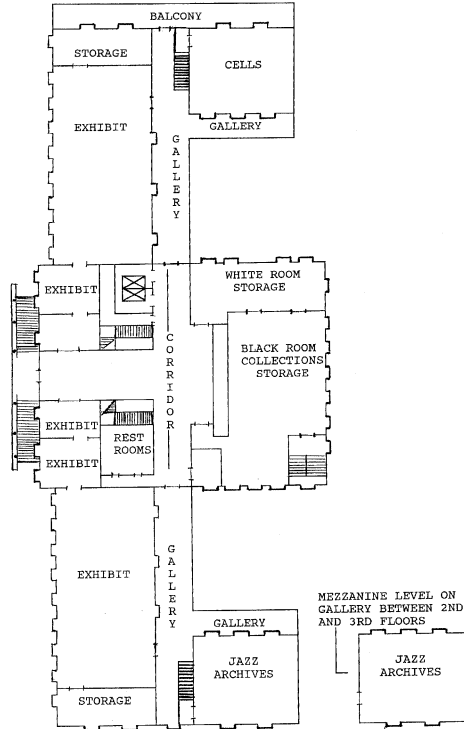
OLD U. S. MINT
 New Orleans Jazz National Historical Park
 U.S. Department of the Interior • National Park Service
 DSC • MAY 98 • 493 • 20009

OLD US MINT - 1ST FLOOR



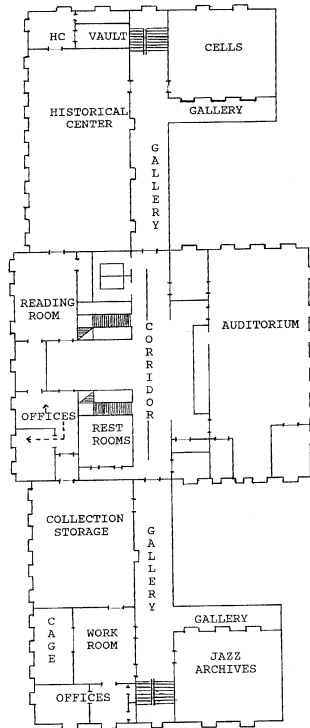
Esplanade Avenue side

OLD US MINT - 2ND FLOOR



Barracks Street side

OLD US MINT - 3RD FLOOR



OLD US MINT - ATTIC

